Rep Order# 6859631 Ver# 1 Status New Traffic Order# 6859631 EC'd Yes

**Printed:** 09/28/2012 10:39 AM Last Received: 09/28/2012 8:14 AM

Rep Firm

Sales Office (

Salesperson (

**Showing Buylines:** All Lines

KTNV-TV LAS VEGAS, NV Station

Advertiser ( ) .OBAMA FOR AMERICA

**Product** BARACK OBAMA

Estimate# 1904

**Buyer** MAURA GILROY

Phone# Fax#

) GMMB Agency

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 95/101/1904

Flight Dates 10/02/2012 - 10/08/2012

**Hiatus Weeks** 

Salesperson Phone# Salesperson FAX#

215-567-6005 215-567-5938

) PHILADELPHIA

) ANJIE BRADY

1 of 4

--- CONTRACT COMMENT ---

CLIENT: OBAMA FOR AMERICA SC=\*

## --- REMARKS ---

THIS IS A NEW CONTRACT TOTAL 24,125 PLS CONFIRM ASAP THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F Buyli	7A-9A ne Comment	: GOOD MRN AMERICA	:30	\$325.00	10/02-10/05	4	1	4	\$1,300.00	
	2	M Buyli	7A-9A ne Comment	: GOOD MRN AMERICA	:30	\$325.00	10/08-10/08	1	1	1	\$325.00	
	3	SA Buyli	7A-8A ne Comment	: SAT GD MRN AMERICA	:30	\$400.00	10/06-10/06	1	1	1	\$400.00	
	4	TU-F Buyli	9A-10A ne Comment	: THE MORNING BLEND	:30	\$225.00	10/02-10/05	4	1	4	\$900.00	
	5	M Buyli	9A-10A ne Comment	: THE MORNING BLEND	:30	\$225.00	10/08-10/08	1	1	1	\$225.00	
	6	TU-F Buyli	10A-11A ne Comment	: THE VIEW	:30	\$550.00	10/02-10/05	4	1	4	\$2,200.00	
	7	M Buyli	10A-11A ne Comment	: THE VIEW	:30	\$550.00	10/08-10/08	1	1	1	\$550.00	
	8	TU-F Buyli	11A-12P ne Comment	: MIDDAY NEWS	:30	\$300.00	10/02-10/05	4	1	4	\$1,200.00	

Rep Order# EC'd Yes Traffic Order# 6859631 **Printed:** 6859631 Ver# 1 Status New 09/28/2012 10:39 AM 2 of 4 Last Received: 09/2
Showing Buylines: All Lines 09/28/2012 8:14 AM

Advertiser Product Estimate# Buyer	KTNV-TV LAS VEGAS, N ( ).OBAMA FOR A BARACK OBAMA 1904 MAURA GILROY	Agency ( ) GMMB 3050 K ST NW WASHINGTON, DC 20007 Agency C/P1/P2/E 95/101/1904 Flight Dates 10/02/2012 - 10/08/2012			Rep Firm Sales Office Salesperson Salesperson	( ). Phone#					
Phone# Fax# LT Ln	Day Time	Program	Hiatus Weeks	Len	Rate	Dates	Salesperson Spots/Week		215-567-5	Total Cost	Daypart
9	M 11A-12P Buyline Comment	: MIDDAY NEWS		:30	\$300.00	10/08-10/08	1	1	1	\$300.00	
10		: GENERAL HOSPITAL		:30	\$450.00	10/02-10/05	4	1	4	\$1,800.00	
11		:: GENERAL HOSPITAL		:30	\$450.00	10/08-10/08	1	1	1	\$450.00	
12	TU-F 2P-3P Buyline Comment	: JEFF PROBST		:30	\$275.00	10/02-10/05	4	1	4	\$1,100.00	
13	M 2P-3P Buyline Comment	: JEFF PROBST		:30	\$275.00	10/08-10/08	1	1	1	\$275.00	
14		: AFTERNOON NEWS		:30	\$250.00	10/02-10/05	4	1	4	\$1,000.00	
15		: AFTERNOON NEWS		:30	\$250.00	10/08-10/08	1	1	1	\$250.00	
16	TU-F 4P-5P Buyline Comment	: JUDGE JUDY		:30	\$350.00	10/02-10/05	4	1	4	\$1,400.00	
17	M 4P-5P Buyline Comment	: JUDGE JUDY		:30	\$350.00	10/08-10/08	1	1	1	\$350.00	
18		: ACCESS HOLLYWOOD		:30	\$600.00	10/02-10/05	4	1	4	\$2,400.00	
19		: ACCESS HOLLYWOOD		:30	\$600.00	10/08-10/08	1	1	1	\$600.00	

Rep Order#	6859631	Ver#	1	Status New	Traffic Order# 6859631	Printed:	09/28/2012 10:39 AM	3	of	4
EC'd Yes						Last Received:	09/28/2012 8:14 AM			

Showing Buylines: All Lines

Station KTNV-TV LAS VEGAS, NV Advertiser ( ).OBAMA FOR AMERICA Product BARACK OBAMA Estimate# 1904 Buyer MAURA GILROY Phone# Fax#		MERICA 3050 WAS	3050 K ST NW WASHINGTON, DC 20007 <b>Agency C/P1/P2/E</b> 95/101/1904 <b>Flight Dates</b> 10/02/2012 - 10/08/2012			Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY  Salesperson Phone# 215-567-6005 Salesperson FAX# 215-567-5938						
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	TU-F	730P-8P	MILLIONAIRE	:30	\$600.00	10/02-10/05	1	1	1	\$600.00	
	21	M Buyli	730P-8P	MILLIONAIRE	:30	\$600.00	10/08-10/08	1	1	1	\$600.00	
	22	W Buyli	730P-8P	NASHVILLE	:30	\$1,250.00	10/03-10/03	1	1	1	\$1,250.00	
	23	TH Buyli	10P-11P ine Comment:	SCANDAL	:30	\$1,750.00	10/04-10/04	1	1	1	\$1,750.00	
	24	SU Buyli	7P-8P ine Comment:	AMERICA'S FUNNIEST VIDEOS	:30	\$650.00	10/07-10/07	1	1	1	\$650.00	
	25	SU	8P-9P		:30	\$2,250.00	10/07-10/07	1	1	1	\$2,250.00	

## ---REPORT TOTALS---

Report Totals: 52 / \$24,125.00

Buyline Comment: ONCE UPON A TIME

## ---SALES MONTHLY TOTALS---

Oct 12: 52 / \$24,125.00 Sales Totals: 52 / \$24,125.00 Station Totals: 52 / \$24,125.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$134,028 KBLR 0% KLAS 25% KSNV 29% KTNV 18% KTUD 1% KVCW 5% KVMY 3% KVVU 19%

## ---COMPETITIVE COMMENTS---

Rep Order# 6859631 Ver# 1 Status New EC'd Yes KTNV-TV LAS VEGAS, NV Station ) .OBAMA FOR AMERICA Advertiser ( **Product** BARACK OBAMA Estimate# 1904 Buyer MAURA GILROY Phone# Fax# COMPETITIVE IS ESTIMATED null Books Demos RA35+ ---Agency Comment---PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK --CASH IN ADVANCE

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 Agency
 ( ) GMMB

 3050 K ST NW

 WASHINGTON, DC 20007

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Flight Dates 10/02/2012 - 10/08/2012

Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) ANJIE BRADY

**Salesperson Phone**# 215-567-6005 **Salesperson FAX**# 215-567-5938 4 of 4